



Technical Board
IIT Guwahati



CASE STUDY

Points - 100

Deadline – 23/10/2019

Contact Details

Name: T. Goutham Kumar Goud

Contact Number: 7896668525/9700932636

Mail Id: goud170103072@iitg.ac.in

Niti Aayog, the Indian government's think-tank has reportedly proposed electrifying most motorcycles and scooters within the next six to eight years to curb pollution and reduce dependency on fossil fuels. Many leading two-wheeler manufacturers are known to be pursuing the development and production of the next generation of electric two-wheelers, but it seems to be early days yet on how manufacturers will actually fast track the development of an entire ecosystem, including charging infrastructure and supply chain. Commercial electric vehicles are

a tricky proposition in a country like India.

EVOLUTION, a team of 20 Mechanical Engineers which excelled at various International 2-wheeler racing competition are ready with their first commercial electric bike "**Tachyon**" that can cover a distance of over 100 Km on single charge. While they are on the stage of 'prototype to commercialization', they need a business plan. So, they are inviting a case study competition which focuses on various aspects of commercialization of electric bike and a plan that could make team **EVOLUTION** hit the Indian market with success. It should be Innovative and Fool-proof.

SPECIALITIES of the TACHYON:

MOBILE APP

A 4.2" TFT screen, along with app and cloud connectivity. The smartest motorcycle on the road.

CRUISING SPEED

Cruising comfortably at 100 kmPh, the only vibrations you feel will be from your phone.

CHARGING TIME

The T6X lights up to 75% capacity in a brisk 1 hour.

INSTANT TORQUE

With a whopping 25 Nm of instant torque from the moment you move.

UTILITY STORAGE

Point to charge your phone and enough space for accessories.

SHOWROOM PRICE

Rs. 1,25,000

Rules :

1. PDF/PPT(maximum 10 slides).
2. Every half-hour past deadline will cost you 5 % of "your score".
3. One Hostel, One Submission.

People who cannot participate:

1. T. Goutham Kumar Goud (170103072)
2. Thota Sai Vaishnav (170103073)
3. Sadaival Singh (170103059)
4. Vishal Kumar Jamuar (170103087)

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